BOCA WEST
COUNTRY CLUB

MINUTES

MEETING:	Tennis Committee
DATE:	January 5, 2021 (Held via Zoom)
MEMBERS PRESENT:	David Shifrin, Chair, Bob Lerner, VC, Howard Attermann, Bud Baron, Stephen Berger, Sandy Boilen, Lisa Carlin, Irving Feld, Merry Kessler, Robert A. Levy, Barney Loiter, Len Rashkin, Steve Rosenberg, Michael Schuman, Alan Weinstein, Jane Zenker
MEMBERS ABSENT:	With Notice: Jeffrey Cohen
PARTICIPANTS:	Guests: Phil Kupperman, Chairman of the Board of Governors; Charles Wolf , Board of Governors; John Joyce, Director of Tennis; Matt McInerney, Assistant Director of Tennis
FOR INFORMATION:	The Board of Governors
ISSUED BY:	David Shifrin
ISSUE DATE:	January 6, 2021
NEXT MEETING:	February 2, 2021

Chairman, David Shifrin: The meeting was called to order at 2:00 PM. Minutes from December 8th meeting were approved as written.

Tennis - John Joyce: It was a very successful and engaging Legends exhibition on Monday and the event was live-streamed. The next one will be held in March with Ajla Tomljanovic scheduled to play. Preparing for men's member/member event to be held this Saturday, 40 members have signed up so far. Breakfast and lunch will be held under the tent and gifts will be distributed to all players. The postponed Holiday tournament will take place Saturday, Jan. 16th and need the committee to encourage members to attend. Women's member/member will be Feb. 3rd and so far 30 have signed up. The idea was presented to use easy to read cards for defibrillator locations replacing the current plaques.

Due to Covid-19 there are those who prefer to just play within a specified group rather than game arranging. The new dining tent eliminated 3 courts however, the pro staff has been successfully accommodating both private games and game arranging. Additionally, John checks and approves members by court for every game arranging.

Pickleball exhibition and clinic to be held Jan. 7th at 11:00. Ongoing open play on Mondays and Thursdays is highly successful. Pickleball continues to grow and thanks to Matt, Howard Attermann and his committee for doing a fantastic job organizing and welcoming and integrating new members. Discussion regarding increasing dues for pickleball with the ultimate consensus to keep dues as is for now.

IT, Barney Loiter: Charts were presented showing the comparison between last year Oct. 1-Dec. 31, 2020 for both tennis and pickleball. Charts are attached for reference. Discussion regarding how to advertise to golfers and have them try tennis or pickleball. There was an agreement that it would be beneficial for this information to be within both the tennis and golf articles that run in the Boca West magazine.

Social, Steve Berger: It was reiterated that word of mouth to support is needed for the men's member/member event this Saturday. Tables of 2 or 4 will be reserved to allow for social distancing. The holiday round robin will also have boxed lunches. Hoping that we will be able to do an end of season dinner in the dining tent.

Retail, Sandy Boilen: Sales are up this past month. Maria has been a great addition to the tennis staff and particularly in the retail store. Sales have been successful in bringing both tennis and non-tennis members into the shop.

Membership, Steve Rosenberg: It was reported that the tennis tab of the Boca West APP has old and incorrect etiquette information. John will look into this to correct it.

Miscellaneous: Each committee member invited to speak, summary below:

- Idea of tennis/golf tournament to encourage golf members to try tennis/pickleball.
- Thank you to Barney Loiter for his efforts with gathering and presenting the statistics to the committee.
- Have a "close the gate" sign within the stadium court on both sides.
- Thank you to David Shifrin for a well-run and successful meeting.
- New dining tent is throwing off a blinding glare on multiple courts and is being looked into.
- Kudos on the tennis exhibitions which are successful and popular.
- Continue to monitor social gatherings prior to game arranging announcements.

The meeting was adjourned at 3:15 PM.